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Sent via E-mail

July 9, 1997

To: All Region Sales Managers

From: Floyd Cook

Subject: September WINSTON B2G2 Lighters Promotion

As you are aware, Plan B Discounting Activities and the WINSTON B2G2 Lighters promotion will be worked in September.

The September WINSTON Promotion provides an offer with a "No Bull" premium to incent trial on WINSTON Box and Soft Pack styles. In addition, it also delivers the "Stick to Stick" comparison which is imperative in seeding the WINSTON "No Bull" positioning with competitive and franchise smokers.

In follow-up to your conversations with your Area Managers of Operation, we realize a premium promotion in conjunction with discount activity could cause problems relative to double dipping. Double dipping is not a standard means of doing business; however, due to the critical nature of this trial generating lighter promotion, it is acceptable if no other options exist in executing our September Promotional Plan. To that end, every effort should be made by Field Sales personnel to eliminate double dipping on this and any future promotions.

If additional information is needed, please advise.

Floyd

cc: Mr. J. W. Best  
Mr. P. J. Cundari  
Mr. R. M. Sanders  
Mr. D. L. Wilmesher  
Mr. J. J. Ellegate  
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